



# Boston's Families of Color Technology Awareness Week

**"Building Our Communities: Using the Information Superhighway"**

## Press Release

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**Boston's Families of Color Technology Awareness Week**  
**"Building Our Communities: Using the Information Superhighway"**

**February 11 - 16, 2002**

The Information Revolution has profoundly transformed the way we live and work, how we produce, consume, communicate, travel, think and learn. Families of color, though, continue to find it difficult to connect to the information superhighway. Boston Families of Color Technology Awareness Week (BFCTAW) is an awareness campaign encouraging people of color to embrace technology and understand its vital importance in their everyday lives. It is modeled on the national Black Family Technology Awareness Week co-sponsored by Career Communications Group and IBM in cities such as Baltimore, Los Angeles, and Washington DC.

The Women's Educational and Industrial Union (WEIU), Boston Connects, Inc and the Black Data Processing Associates (BDPA) Boston MetroWEST Chapter, are coordinating local activities for Boston's Families of Color Technology Awareness Week during February 11 –16, 2002. A number of community technology centers, a one-stop career center, and community based organizations have come together to bring this event to the City of Boston. Using an interactive process, community based organizations will host and residents in neighborhoods around Boston will participate in activities geared for seniors, adults, and youth, with an emphasis how on families of color can bridge the Digital Divide using a variety of technology access and training resources. A raffle will award twenty families in Boston's Empowerment Zone with free computer training, home computers, and internet access. The "Kick-Off" event for Boston Families of Color Technology Awareness Week is Monday, February 11, 2002 at 9:00 a.m. at Roxbury Community College.

Ready access to relevant and appropriate technology can be a bridge to economic opportunity for families and individuals working to become self-sufficient in an information-rich world and knowledge- based economy. Even in a high-tech city like Boston, families of color are largely technology have-nots.

Information regarding participating organizations and events available at [www.bfctawn.net](http://www.bfctawn.net) or at (617) 541-2678.



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